

Father's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$0.9 BILLION	58%
CLOTHING	\$3.5 BILLION	54%
SPECIAL OUTING	\$4.5 BILLION	52%
GIFT CARDS	\$2.9 BILLION	48%
PERSONAL CARE	\$1.6 BILLION	31%
ELECTRONICS	\$2.4 BILLION	24%
TOOLS/APPLIANCES	\$1.5 BILLION	25%

OVERALL FATHER'S DAY SPENDING



75%

Of people plan to celebrate Father's Day in the U.S.



27%

Are planning to give the gift of experience in 2024.



\$189.91

Average expected spending on Father's Day, down from \$196.23 in 2023.



\$22.4 BILLION

Planned spending on Father's Day in 2024, down from \$22.8 billion in 2023.



58,050

The number of single dads in Missouri with children in 2022.



229

Golf courses located in Missouri, employing 7,141 with an average weekly wage of \$519.



1,513

The number of children adopted in the state of Missouri between 2020 and 2021.



353

Hardware Retailers located in Missouri, employing 3,333 with an average weekly wage of \$687.